

WHAT IS CLAIMED IS:

- 1 1. A method comprising:
 - 2 a) accepting a search query;
 - 3 b) searching a searchable data structure including advertiser Web page
 - 4 information;
 - 5 c) accepting search results;
 - 6 d) retrieving at least one advertisement using at least a portion of the accepted
 - 7 search results.
- 1 2. The method of claim 1 wherein the searchable data structure is an inverted index.
- 1 3. The method of claim 2 wherein the inverted index includes entries, each entry
2 including a term and one or more Web page identifiers.
- 1 4. The method of claim 2 wherein the inverted index includes entries, each entry
2 including a term and one or more pairs, each pair including a Web page identifier and a
3 term count.
- 1 5. The method of claim 2 wherein the inverted index includes entries, each entry
2 including a term extracted from advertiser Web pages and one or more Web page
3 identifiers that identifier advertiser Web page in which the term appears.
- 1 6. The method of claim 1 wherein the at least one advertisement is retrieved from a set
2 of advertiser information, the set of advertiser information including information
3 identifying advertiser Web pages, and
4 wherein the searchable data structure including advertiser Web page information
5 includes information extracted exclusively from the identified advertiser Web pages.
- 1 7. The method of claim 1 wherein each of the search results have a score.

- 1 8. The method of claim 7 further comprising:
 - 2 e) scoring, using at least the search result scores, at least some of the retrieved
 - 3 at least one advertisement.

- 1 9. The method of claim 7 further comprising:
 - 2 e) scoring, using at least the search result scores and further using at least one
 - 3 of (1) ad performance information, (2) ad price information (3) advertiser quality
 - 4 information, and (4) user information, at least some of the retrieved at least one
 - 5 advertisement.

- 1 10. The method of claim 1 wherein the searchable data structure includes entries, each
- 2 entry including a term and one or more Web page identifiers, and
- 3 wherein the act of retrieving at least one advertisement using at least a portion of
- 4 the accepted search results uses Web page identifiers included in the search results.

- 1 11. The method of claim 10 wherein the Web page identifiers are used as lookup keys
- 2 to a database of advertisement information.

- 1 12. The method of claim 1 wherein the at least one advertisement is not one of the
- 2 accepted search results.

- 1 13. The method of claim 1 wherein the act of retrieving at least one advertisement is
- 2 performed without consideration of expressly entered targeting information.

- 1 14. The method of claims 1 wherein the act of retrieving at least one advertisement is
- 2 performed without consideration of keyword targeting information.

- 1 15. The method of claim 1 further comprising:
 - 2 e) generating a document including (1) search results determined using the
 - 3 search query and a second searchable data structure, and (2) the at least one
 - 4 advertisement.

1 16. The method of claim 15 wherein a format of each of the search results is different
2 from a format of each of the at least one advertisement.

1 17. A method comprising:

- 2 a) retrieving advertiser Web page information; and
- 3 b) building a searchable data structure using the retrieved advertiser Web page
- 4 information exclusively.

1 18. The method of claim 17 wherein the act of retrieving advertiser Web page
2 information includes:

- 3 1) obtaining advertiser Web page identifiers from a database of
- 4 advertisement information; and
- 5 2) crawling, in accordance with a policy, the advertiser Website identified
- 6 by the advertiser Web page identifiers.

1 19. The method of claim 18 wherein the advertiser Web page identifiers are unique
2 locators.

1 20. The method of claim 18 wherein the advertiser Web page identifiers are URLs.

1 21. The method of claim 17 wherein the act of building a searchable data structure
2 using the retrieved advertiser Web page information exclusively includes

- 3 1) extracting terms from advertiser Websites; and
- 4 2) building an inverted index.

1 22. The method of claim 21 wherein the inverted index includes entries and wherein
2 each entry includes a term and one or more Web page identifiers.

1 23. A search engine comprising:

- 2 a) a query processor;

- 3 b) a first index including information derived from Web pages of the World Wide
- 4 Web; and
- 5 c) a second index including information derived exclusively from Web pages of
- 6 advertisers.

1 24. Apparatus comprising:

- 2 a) a storage facility including:
 - 3 1) advertisement information including ads, and
 - 4 2) a searchable data structure including advertiser Web page information;
- 5 b) means for generating search results using, at least, the searchable data
- 6 structure; and
- 7 c) means for providing one or more ads from the advertisement information
- 8 using, at least, the generated search results.

1 25. The apparatus of claim 24 wherein the advertisement information includes records,

2 each record including an ad and an advertiser Web page identifier.

1 26. The apparatus of claim 25 wherein the advertiser Website information included in

2 the searchable data structure is derived from the advertiser Web page identifiers

3 included in records of the advertisement information.

1 27. The apparatus of claim 24 wherein the means for providing one or more ads from

2 the advertisement information includes

- 3 1) means for determining at least one Web page identifier from the search
- 4 results, and
- 5 2) means for looking up the one or more ads from the advertisement
- 6 information using the determined at least one Web page indicator.

1 28. Apparatus comprising:

- 2 a) an input for accepting a search query;

- 3 b) means for searching a searchable data structure including advertiser Web
4 page information to generate search results; and
5 c) means for retrieving at least one advertisement using at least a portion of the
6 accepted search results.

1 29. The apparatus of claim 28 wherein the searchable data structure is an inverted
2 index.

1 30. The apparatus of claim 29 wherein the inverted index includes entries, each entry
2 including a term and one or more Web page identifiers.

1 31. The apparatus of claim 29 wherein the inverted index includes entries, each entry
2 including a term and one or more pairs, each pair including a Web page identifier and a
3 term count.

1 32. The apparatus of claim 29 wherein the inverted index includes entries, each entry
2 including a term extracted from advertiser Web pages and one or more Web page
3 identifiers that identifier advertiser Web page in which the term appears.

1 33. The apparatus of claim 28 wherein the at least one advertisement is retrieved from
2 a set of advertiser information, the set of advertiser information including information
3 identifying advertiser Web pages, and
4 wherein the searchable data structure including advertiser Web page information
5 includes information extracted exclusively from the identified advertiser Web pages.

1 34. The apparatus of claim 28 wherein each of the search results have a score.

1 35. The apparatus of claim 34 further comprising:
2 d) means for scoring, using at least the search result scores, at least some of
3 the retrieved at least one advertisement.

1 36. The apparatus of claim 34 further comprising:
2 d) means for scoring, using at least the search result scores and further using at
3 least one of (1) ad performance information, (2) ad price information (3)
4 advertiser quality information, and (4) user information, at least some of the
5 retrieved at least one advertisement.

1 37. The apparatus of claim 28 wherein the searchable data structure includes entries,
2 each entry including a term and one or more Web page identifiers, and
3 wherein the means for retrieving at least one advertisement using at least a
4 portion of the accepted search results uses Web page identifiers included in the search
5 results.

1 38. The apparatus of claim 37 wherein the Web page identifiers are used as lookup
2 keys to a database of advertisement information.

1 39. The apparatus of claim 28 wherein the at least one advertisement is not one of the
2 accepted search results.

1 40. The apparatus of claim 28 wherein the means for retrieving at least one
2 advertisement does not consider expressly entered targeting information.

1 41. The apparatus of claims 28 wherein the means for retrieving at least one
2 advertisement does not consider keyword targeting information.

1 42. The apparatus of claim 28 further comprising:
2 d) means for generating a document including (1) search results determined
3 using the search query and a second searchable data structure, and (2) the at
4 least one advertisement.

1 43. The apparatus of claim 42 wherein a format of each of the search results is different
2 from a format of each of the at least one advertisement.

1 44. Apparatus comprising:
2 a) means for retrieving advertiser Web page information; and
3 b) means for building a searchable data structure using the retrieved advertiser
4 Web page information exclusively.

1 45. The apparatus of claim 44 wherein the means for retrieving advertiser Web page
2 information includes:
3 1) an input for obtaining advertiser Web page identifiers from a database
4 of advertisement information; and
5 2) a crawler for crawling, in accordance with a policy, the advertiser
6 Website identified by the advertiser Web page identifiers.

1 46. The apparatus of claim 45 wherein the advertiser Web page identifiers are unique
2 locators.

1 47. The apparatus of claim 45 wherein the advertiser Web page identifiers are URLs.

1 48. The apparatus of claim 44 wherein the means for building a searchable data
2 structure using the retrieved advertiser Web page information exclusively includes
3 1) means for extracting terms from advertiser Websites; and
4 2) means for building an inverted index.

1 49. The apparatus of claim 48 wherein the inverted index includes entries and wherein
2 each entry includes a term and one or more Web page identifiers.